

**CLAIMS:**

What is claimed is:

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1. A method of creating a personalized content delivery business application for personalizing content delivery to a requesting user, comprising:
- defining one or more classifier objects, the classifier objects containing one or more classifications;
  - defining one or more action objects, the one or more action objects being associated with the one or more classifications and identifying functions that are to be performed; and
  - defining at least one selector for invoking the one or more classifier objects and for invoking the one or more action objects based on the one or more classifications being applicable to a current situation.
2. The method of claim 1, wherein the one or more classifier objects are reusable with a plurality of different selectors.
3. The method of claim 1, wherein the one or more action objects are reusable with a plurality of different selectors.
4. The method of claim 1, wherein the steps of defining are performed using a personalization tool.
5. The method of claim 4, wherein the personalization tool provides a tree-like display of the one or more classifier objects, the one or more action objects and the at least one selector.

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6. The method of claim 1, wherein the one or more classifier objects are specified to determine at least one classification in which user data is classified, and  
5 wherein the at least one selector associates one or more action objects based on the classification of the user data.

7. The method of claim 6, wherein the one or more classifier objects are specified to determine at least one classification in which system data is classified, wherein the at least one selector associates the one or more actions based on both the determination of at least one classification of the classifier object in which the  
15 user data is classified and the determination of at least one classification of the classifier object in which the system data is classified.

8. The method of claim 1, wherein the one or more  
20 action objects are specified to perform at least one function for personalizing information content to be delivered to a user.

9. The method of claim 8, wherein the at least one  
25 function includes at least one of selecting and formatting information for display to the user.

10. A method of personalizing content delivery by an application to a user, comprising:  
30 applying at least one classifier object to user data;  
determining at least one classification of the classifier object in which the user data is classified;

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and

invoking at least one action object based on the determination of at least one classification of the classifier object.

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11. The method of claim 10, further comprising:

invoking at least one Always object, the Always object defining at least one action object that is to be invoked regardless of the determination of the at least one classification of the classifier object.

12. The method of claim 10, wherein determining at least one classification of the classifier object in which the user data is classified includes:

15 determining if the user data is not classified in any of the at least one classification of the classifier; and

if the user data is not classified in any of the at least one classification of the classifier, invoking at least one action object associated with an Otherwise object, the Otherwise object defining at least one action object that is to be invoked when the user data is not classified in any of the at least one classification of the classifier.

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13. The method of claim 10, further comprising determining at least one classification of the classifier object in which system data is classified, wherein invoking at least one action object includes invoking at least one action object based on both the determination of at least one classification of the classifier object in which the user data is classified and the determination of at least one classification of the

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classifier object in which the system data is classified.

14. The method of claim 10, wherein the at least one  
action object performs at least one function for  
5 personalizing information content to be delivered to a  
user.

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10 15. The method of claim 14, wherein the at least one  
function includes at least one of selecting and  
formatting information for display to the user.

16. A computer program product in a computer readable  
medium for creating a personalized content delivery  
business application for personalizing content delivery  
15 to a requesting user, comprising:

first instructions for defining one or more  
classifier objects, the classifier objects containing one  
or more classifications;

20 second instructions for defining one or more action  
objects, the one or more action objects being associated  
with the one or more classifications and identifying  
functions that are to be performed; and

third instructions for defining at least one  
selector for invoking the one or more classifier objects  
25 and for associating the one or more action objects based  
on the one or more classifications being applicable to a  
current situation.

17. The computer program product of claim 16, wherein  
30 the one or more classifier objects are reusable with a  
plurality of different selectors.

18. The computer program product of claim 16, wherein

the one or more action objects are reusable with a plurality of different selectors.

5 19. The computer program product of claim 16, wherein the computer program product is a personalization tool.

*21. 20. The computer program product of claim 19, further comprising fourth instructions for providing a tree-like display of the one or more classifier objects, the one or more action objects and the at least one selector.*

21. An apparatus for creating a personalized content delivery business application for personalizing content delivery to a requesting user, comprising:

15 a first means for defining one or more classifier objects, the classifier objects containing one or more classifications;

20 a second means for defining one or more action objects, the one or more action objects being associated with the one or more classifications and identifying functions that are to be performed; and

25 a third means for defining at least one selector for identifying the one or more classifier objects and for associating the one or more action objects based on the one or more classifications being applicable to a current situation.

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